



Architectural Commission Report

Meeting Date: Wednesday, May 15, 2013

Subject: **8660 Wilshire Boulevard**
Request for approval of a façade remodel and business identification sign for an existing commercial building.
(PL1306595)

Project agent: David M. Parker – Architect

Recommendation: Conduct public hearing and provide the applicant design direction.

REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel and business identification signage for an existing commercial building at 8660 Wilshire Boulevard. The façade remodel includes the following:

- Smooth stucco finish in “Alabaster” color on upper portion of facade;
- Existing stone on lower portion of façade;
- Illuminated 3Form Chroma panels of various geometric shapes in “Vitamin C” color set into new stucco façade portion;
- Water feature with copper rain pipe (located behind facade), clear glass splashguard, and illuminated 3Form Chroma pedestal fixtures;
- Clear laminated glass at window beyond water feature and at entry door;
- Frosted laminated glass at window near entry door;
- Stainless steel door handle;
- Painted metal columns at driveway entrance;
- Existing red brick on side of building at driveway, and;
- Two painted stripes in “Swiss Coffee” on existing brickwork

The applicant is also requesting business identification signage. The signage consists of non-illuminated bronze letters with a copy of “Anti-Aging Dentistry”. The sign also includes an illuminated frosted glass logo above the text. The total area of this signage is 58 SF; the maximum sign area, based on a storefront width of 42’-0”, is 84 SF.

An additional business identification sign, located adjacent to the entrance, is also proposed. The sign is non-illuminated and consists of a frosted glass panel with pin-mounted bronze letters. This sign is within the additional 5 SF of business identification signage permitted and does not count toward maximum sign area.

Attachment(s):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Design Plans, Cut Sheets & Supporting Documents

Report Author and Contact Information:

Cindy Gordon, Associate Planner
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445 North Rexford Drive, Room 280-A

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URBAN DESIGN ANALYSIS

Staff does not find that the building is contextually appropriate in that the design contrasts its surroundings, as opposed to complementing the streetscape and neighborhood context. The contrast is inappropriate for this location and staff recommends that the Architectural Commission provide the applicant with design guidance so that the proposed façade aesthetic may be further refined and returned to a future meeting.

ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

ENVIRONMENTAL ASSESSMENT

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

PUBLIC OUTREACH AND NOTIFICATION

Public notification was not required for this project.



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Attachment A:

Detailed Design Description
and Materials (applicant prepared)

SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION

A Indicate Requested Application

- Staff Review
 - Three (3) sets of plans required (all plan sets must be 11" x 17" in size).
- Architectural Commission Review
 - Eight (8) sets of plans required (all plan sets must be 11" x 17" in size).
 - Public Notice materials required for Sign Accommodations (see Section 5 for public notice requirements).

B Identify the scope of work (check all that apply):

- New construction
- Façade Remodel ONLY
- Business Identification Sign(s)
 - Number of signs proposed: 2
- Building Identification Sign(s)
 - Number of signs proposed: 1
- Sign Accommodation (explain reason for the accommodation request below):
 - Number of signs proposed:
- Other:

- Remodel: Int. & Ext, no floor area added
- Remodel: Int. & Ext, floor area added
- Awning(s): New Recovery
- Open Air Dining: #Tables # Chairs

C Describe the scope of work proposed including materials and finishes:

Enlarge and replace existing windows facing Wilshire; add new entry door in brick wall facing west; re-stucco existing facade, soffits, and trellis beams; add a new 5' wide wall connecting facade to ground at west side; embed several small 3form "Chroma" pieces in facade; add logo sign in facade over driveway; add window at current entry location; add small entry plaque near entry; add stove veneer to current entry wall; add reflection pool at current planter location at front; add copper "rain pipe" in existing trellis; add pool pump enclosure at west exterior wall; add address numbers adjacent to entry; create truncated pyramid coffers in existing soffit above entry and driveway, add exterior lighting; add (3) 3form art columns in pool, remove brick wall soffit support at east side and replace with (2) 4" diameter steel columns

D Identify the Project Zoning (City Zoning Map: <http://gis.beverlyhills.org/>)

- R-4 R-4X R-4 R-4-P R-4X2
- R-3 RMCP C-3 C-3A C-3B
- C-5 C-3T-1 C-3T-2 C-3T-5 C-5
- Other: _____

E Lot is currently developed with (check all that apply):

- General Office Building
- Retail Building
- Medical Office Building
- Multi-family Building
- Vacant
- Restaurant
- Other (specify below):

F Has the existing structure been designed by a notable architect or is it identified on any historic resource inventory, including the City of Beverly Historic Resources Survey (Verify with the Planning Division if the property is listed on the City's survey)?

Yes No If yes, please list Architect's name:

SECTION 3 – PROJECT DETAILS AND MATERIALS (continues on next page)

A Indicate in the chart below all applicable signage details:

	<u>Type of Sign</u>	<u>Quantity</u>	<u>Dimensions</u>	<u>Square Ft</u>	<u>Maximum Area Permitted by Code</u>
1	Business Identification	1	12'-3" x 4'-9"	58	64 square feet
2	Doctor Name Plaque	1	20"x14"	2.2 square feet	64 square feet
3					
4					
5					

B List the specific materials and finishes for all of the architectural features proposed in the project (List N/A, not applicable, for features that do not apply.):

FAÇADE (List all material for all portions visible from the street)

Material: stucco by Merlex
Texture /Finish: smooth
Color / Transparency: "Alabaster" white

WINDOWS/DOORS (Include frame, trim, glass, metal, etc.)

Material: laminated glass, frameless
Texture /Finish: na
Color / Transparency: clear

ROOF

Material: na - no new roofing proposed
Texture /Finish:
Color / Transparency:

COLUMNS

Material: 4" dia. steel
Texture /Finish: paint by Rustoleum
Color / Transparency: medium gray

BALCONIES & RAILINGS

Material: na
Texture /Finish:
Color / Transparency:

OUTDOOR DINING ELEMENTS (List all material for all outdoor dining elements.)

Material: na
Texture /Finish:
Color / Transparency:

SECTION 3 – PROJECT DETAILS AND MATERIALS (continued from previous page)

AWNINGS, CANOPIES

Material: na
Texture /Finish:
Color / Transparency:

DOWNSPOUTS / GUTTERS

Material: na
Texture /Finish:
Color / Transparency:

BUSINESS ID SIGN(S)

Material: 42" diameter frosted glass with logo graphic, 9" bronze letters below
Texture /Finish: smooth
Color / Transparency: varies

BUILDING ID SIGN(S)

Material: metal numbers
Texture /Finish: brushed
Color / Transparency: bronze

EXTERIOR LIGHTING

Material: recessed, flood, pool lights
Texture /Finish: na
Color / Transparency: white lights

PAVED SURFACES

Material: na
Texture /Finish:
Color / Transparency:

FREESTANDING WALLS AND FENCES

Material: na
Texture /Finish:
Color / Transparency:

OTHER DESIGN ELEMENTS

Material: reflection pool, 3form "Chroma" sculptures, 3form pieces incorporated into stucco facade
Texture /Finish: matte
Color / Transparency: semi transparent, "vitamin C" yellow-gold color

C Describe the proposed landscape theme, if applicable. Explain how the proposed landscaping complements the proposed style of architecture:

no landscape being proposed

SECTION 4 – DESIGN ANALYSIS AND FINDINGS (for Commission level applications only)

A Clearly identify how your project adheres to each of the required findings of the Architectural Review Commission:

- 1. Describe how the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.**

The proposed design utilizes new hi tech and modern finishes and materials such as 3form "Chroma" panels, laminated glass, and smooth stucco. Colors and materials are bright, cheerful, and elegant. Concept is simple and uncluttered.

- 2. Describe how the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable.**

The existing facade, soffit, and other elements, are being retained. 5/8" laminated glass windows and doors are being used to mitigate street noise. The use of the "rain pipe" allowing water to gently rain into the pool will add a sense of tranquility.

- 3. Describe how the proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value.**

The proposed design is a vast improvement to the existing design and superior to many of the buildings in the vicinity, many of which are older and out of date. New and innovative materials are being used to add to the level of quality of the proposed design.

- 4. Describe how the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan.**

The section of Wilshire where the property is located has very mixed styles including old, new, modern traditional, and an eclectic mixture of colors and materials. There is no particular prevailing style or theme. The proposed design therefore will be in harmony with the eclectic nature of the area.

- 5. Describe how the proposed development is in conformity with the standards of the municipal code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.**

The existing structure is not being added to or increased in height. No codes or standards are being violated. The existing building will be greatly enhanced with this proposal.

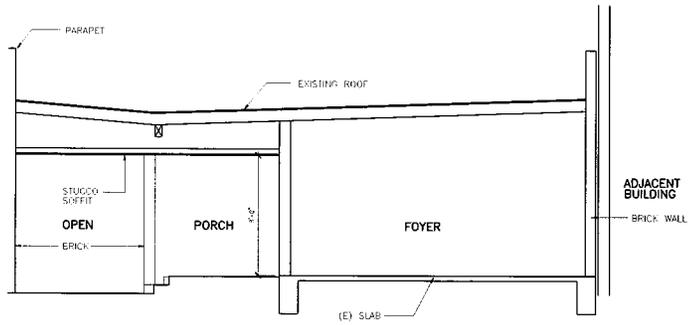


Architectural Commission Report

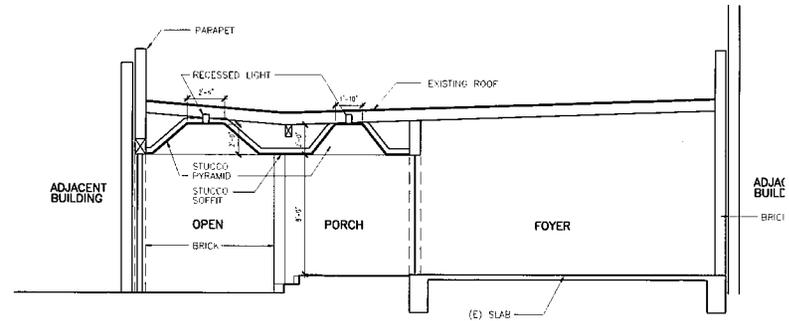
445 North Rexford Drive, Room 280-A
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Attachment B:

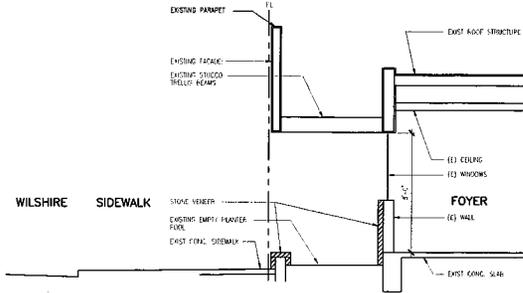
Design Plans, Cut Sheets
and Supporting Documents



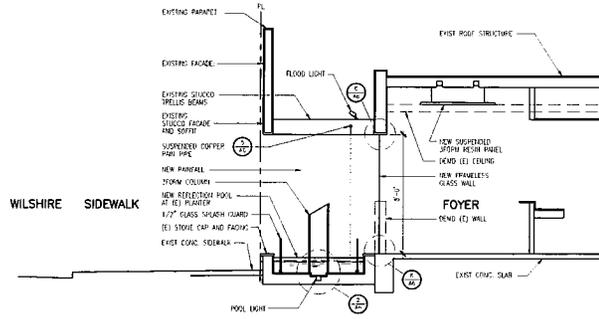
SECTION A (EXISTING) 1/4"=1'



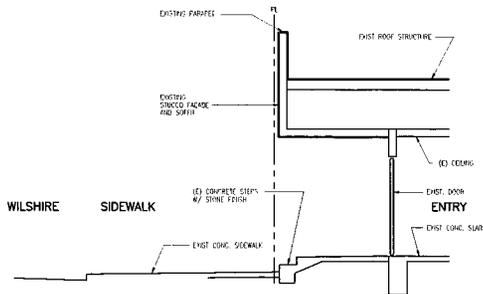
SECTION A (NEW) 1/4"=1'



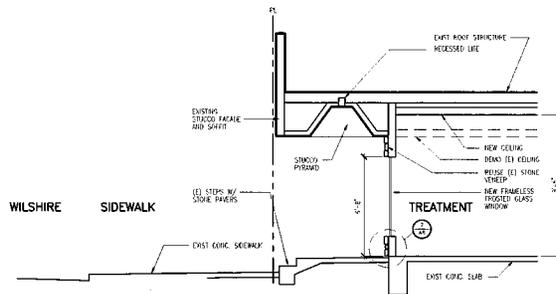
SECTION B (EXISTING) 1/4"=1'



SECTION B (NEW) 1/4"=1'



SECTION C (EXISTING) 1/4"=1'



SECTION C (NEW) 1/4"=1'

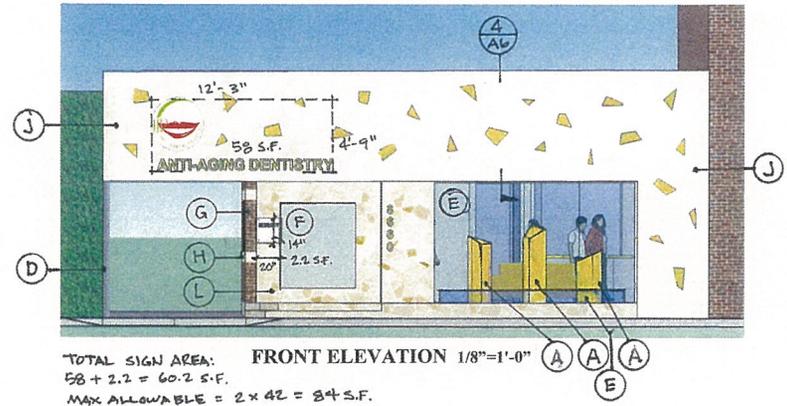
D.A.V.I.D M. PARKER, ARCHITECT
 ARCHITECTURE, INTERIOR DESIGN, LANDSCAPE ARCHITECTURE
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 WWW.DMPARCHITECTURE.COM
 OFFICES FOR
 REDWOOD CITY, CA
 SEASIDE, CA
 SAN FRANCISCO, CA
 SILICON VALLEY, CA
 WASHINGTON, DC
 WILSON, CA

SECTIONS
 DETAILS

SCALE
 1/4" = 1'-0"
 SHEET

A4

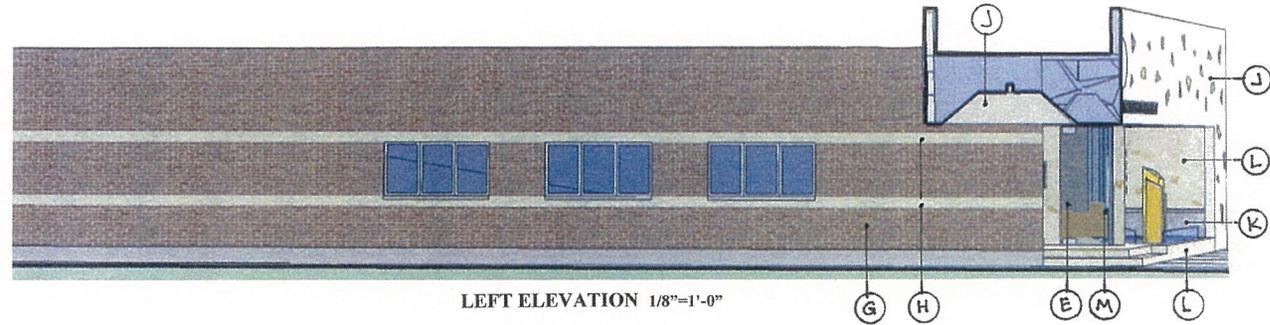
- A. 3FORM CHROMA PANEL "VITAMIN C"
- B.
- C.
- D. PAINTED METAL COLUMN AND EQUIP. COVER, RUSTOLIUM MED. GRAY
- E. CLEAR LAMINATED GLASS
- F. FROSTED LAMINATED GLASS
- G. EXISTING RED BRICK
- H. "SWISS COFFEE" WHITE BY BEHR
- I. COPPER RAIN PIPE
- J. SMOOTH STUCCO "ALABASTER" P-40 BY MERLEX
- K. GRANITE "KASHMERE WHITE" INSIDE POOL AND EQUIP. BOX FACE
- L. EXISTING STONE
- M. STAINLESS STEEL DOOR HANDLE



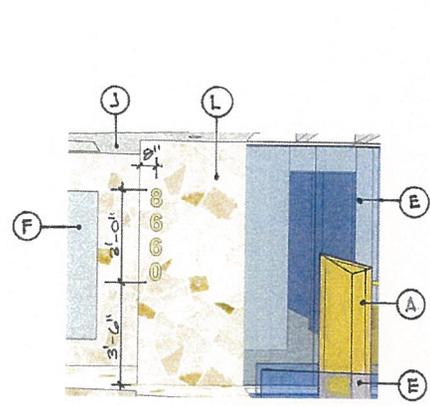
TOTAL SIGN AREA: FRONT ELEVATION 1/8"=1'-0"

58 + 2.2 = 60.2 S.F.

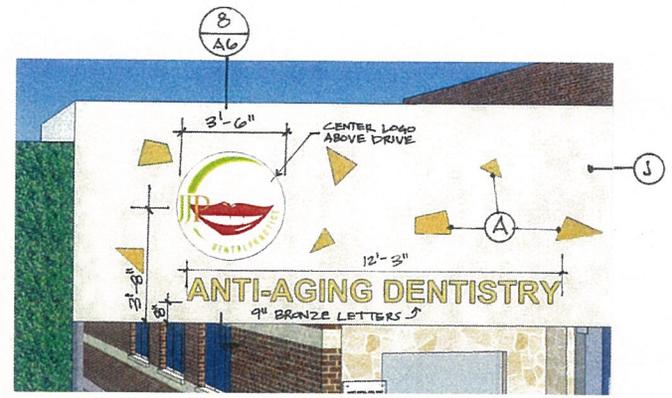
MAX ALLOWABLE = 2 x 42 = 84 S.F.



LEFT ELEVATION 1/8"=1'-0"



ADDRESS ELEVATION 1/4"=1'-0"



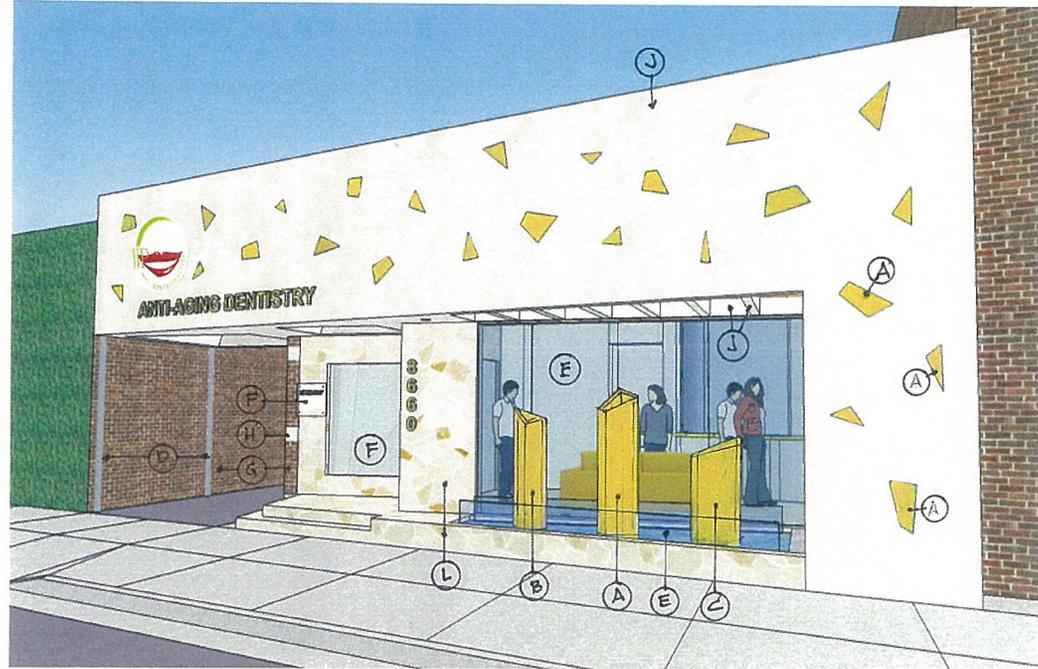
SIGN ELEVATION 1/4"=1'-0"

DATE: APRIL 29, 2013
REV
REV

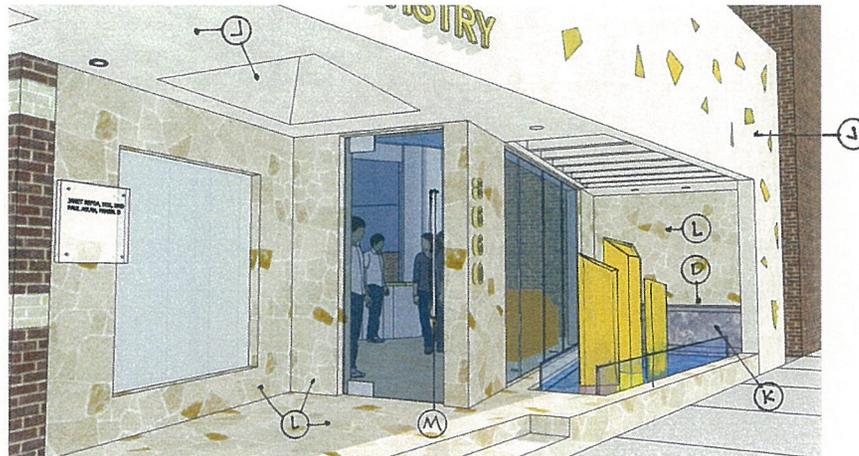
DAVID M. PARKER, ARCHITECT
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 BEVERLY HILLS, CA

COLOR ELEVATIONS
SIGN ELEVATIONS

SCALE
NOTED
SHEET



PERSPECTIVE



PERSPECTIVE

- A. 3FORM CHROMA PANEL "VITAMIN C"
- B.
- C.
- D. PAINTED METAL COLUMN AND EQUIP. COVER. RUSTOLIUM MED. GRAY
- E. CLEAR LAMINATED GLASS
- F. FROSTED LAMINATED GLASS
- G. EXISTING RED BRICK
- H. "SWISS COFFEE" WHITE BY BEHR
- I. COPPER RAIN PIPE
- J. SMOOTH STUCCO "ALABASTER" P-40 BY MERLEX
- K. GRANITE "KASHMERE WHITE" INSIDE POOL AND EQUIP. BOX FACE
- L. EXISTING STONE
- M. STAINLESS STEEL DOOR HANDLE



EXISTING



PROPOSED



EXISTING



PROPOSED

DATE: APRIL 26, 2013
REV:
REV:

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BEVERLYHILLS, CA

PHOTOMONTAGE

SCALE
NONE
SHEET



EXISTING



PROPOSED

DATE: APRIL 25, 2013
 REF:
 REV:

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 TEL: 949.261.1111 FAX: 949.261.1112
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PROJECT FOR DR. JJP DENTAL
 6500 BURNING WOOD DRIVE, SUITE 100
 LAGUNA BEACH, CALIFORNIA 92653

PHOTOMONTAGE

SCALE
 1/8" = 1'-0"
 SHEET

A10



PHOTO A



PHOTO B



PHOTO C

JJP DENTAL GROUP
8660 WILSHIRE BLVD.
BEVERLY HILLS, CA
MARCH 30, 2013



PHOTO D

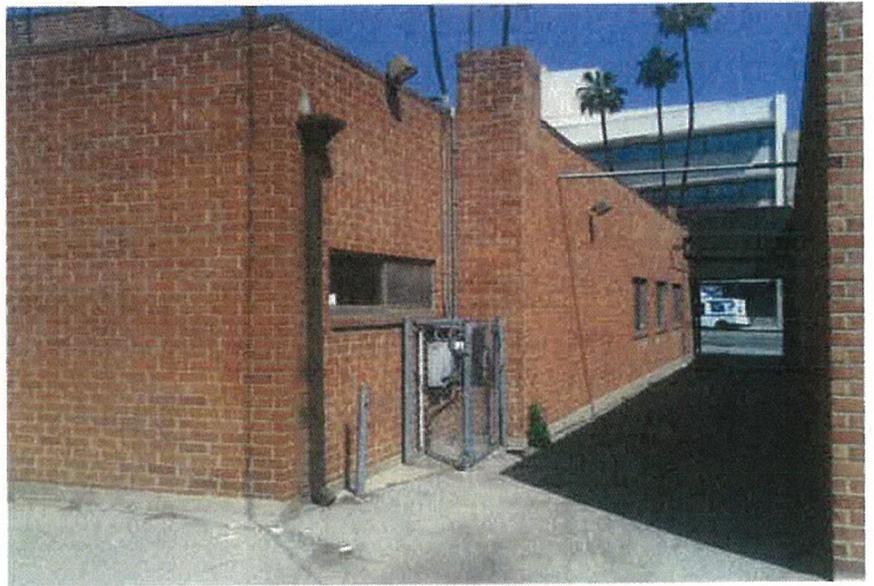


PHOTO E

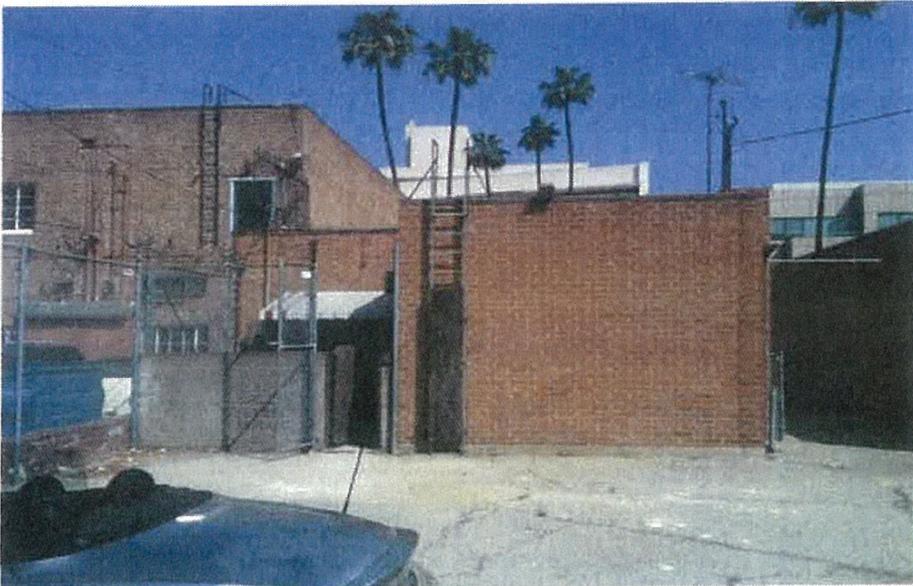


PHOTO F

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BEVERLY HILLS, CA
MARCH 30, 2013